



Longwoods  
INTERNATIONAL

## Minnesota 2017 Advertising Evaluation and Image Study

Appendix I:  
Minnesota's Image vs.  
Individual Competitors

# Image of the Competition-Colorado

- A more detailed analysis of Minnesota's image vs. the image of the individual competitive states evaluated in this study reveals the following:
- **Colorado** – Relative to Colorado, Minnesota's perceived advantages are a mix of water-related activities such as fishing and boating, as well as shopping. Minnesota is also perceived as being more affordable and less crowded.
- Colorado's strengths in comparison include nine out of ten hot buttons: interesting cities and towns, beautiful scenery, a must-see destination, an adventure, fun, exciting, lots to see and do, and great for adults and families.
  - Colorado gets the vote for snow skiing, snowboarding, cross-country skiing, hiking, bicycling/mountain biking, camping and a great climate and wilderness experience. Colorado is also noted for its lodging, restaurants and wineries, vacation packages, and fairs and festivals.

# Image of the Competition-Wisconsin

- **Wisconsin**– Minnesota's image strengths relative to Wisconsin are all about activities, including outdoor activities like fishing, snowmobiling, and watersports, as well as urban amenities, like shopping, performing arts, nightlife, and elegant dining.
- Wisconsin's image strengths relative to Minnesota include affordability, as well as unique offerings such as Native American culture, wineries and breweries, charming small towns, and interesting fairs and festivals. Wisconsin is also perceived as having truly beautiful scenery, being good for an adult vacation, and being an adventurous vacation destination, all of which are important to potential visitors.

# Image of the Competition-Illinois

- **Illinois** – Relative to Illinois, Minnesota's perceived advantages include five of the hot buttons: beautiful scenery, a welcoming place, and a fun, adventurous place that is good for a family vacation. Minnesota also gets the nod for its outdoor activities: golf, fishing, camping, hunting, canoeing/kayaking, viewing wildlife, skiing and snowmobiling.
  - Minnesota also outperforms Illinois in being a relaxing destination that is not too crowded and safe, with warm, friendly people.
- Illinois' advantages over Minnesota are primarily urban amenities, likely attributable to Chicago: art galleries, nightlife, shopping, landmarks, and elegant restaurants, among others. Illinois also rates higher on the hot button attributes of having lots to see and do, being an exciting, must-see destination, and having interesting cities and towns.

# Image of the Competition-Michigan

- **Michigan** – Relative to Michigan, Minnesota is recognized for all things outdoors: from fishing, hunting, golfing, camping, hiking, winter sports, water sports and scenery, to being a good place to relax. Minnesota rates higher on the important characteristics of having lots to see and do, interesting cities and towns, and being a welcoming place. Minnesota also dominates in cultural activities and is perceived as a safe place to visit.
- Minnesota had only two weaknesses relative to Michigan: having noticeable advertising and having four amazing seasons, perceptions of which were only slightly in Michigan's favor.

# Image of the Competition-South Dakota

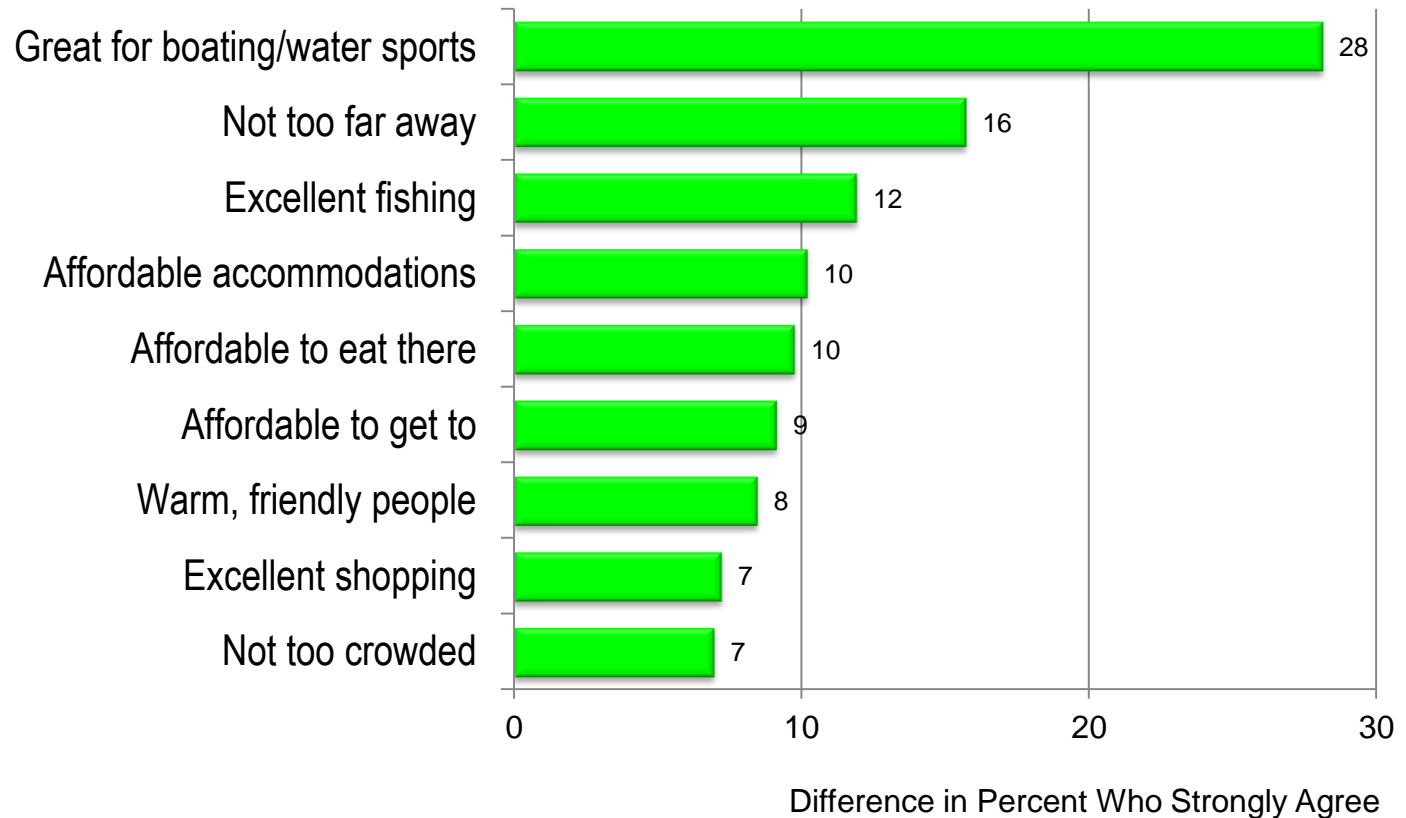
- **South Dakota** – Minnesota’s image strengths relative to South Dakota focus on the keys of fun and excitement, with lots to see and do and offering things children would enjoy. Minnesota outperforms South Dakota in outdoor activities like fishing, boating, skiing, and golfing, as well as in more urban activities such as shopping, the arts, nightlife, and festivals and events.
  - Minnesota also outperforms South Dakota in the crucial “hot button” attributes of having interesting cities and towns, excitement, having lots to do, being a fun place, and being good for an adult vacation.
- Similar to Missouri, South Dakota is seen as having more notable landmarks and history than Minnesota. It is also seen as having richer Native American culture, and interesting and unique customs and traditions. South Dakota is considered a “must see destination” and a unique vacation experience.

# Image of the Competition-Missouri

- **Missouri**– Minnesota outperforms Missouri in terms of outdoor activities, including snowmobiling, skiing/snowboarding, hunting, water sports, fishing, and canoeing/kayaking. It also outperforms Missouri in having great wilderness areas, fall color, and resorts, cabins, and cottages.
- Minnesota also has the advantage in some urban aspects, such as excellent shopping, spectator sporting events, and sophisticated restaurants.
- Missouri is seen as having a better climate overall, and more notable history and landmarks.

# Minnesota's Image Strengths vs. Colorado

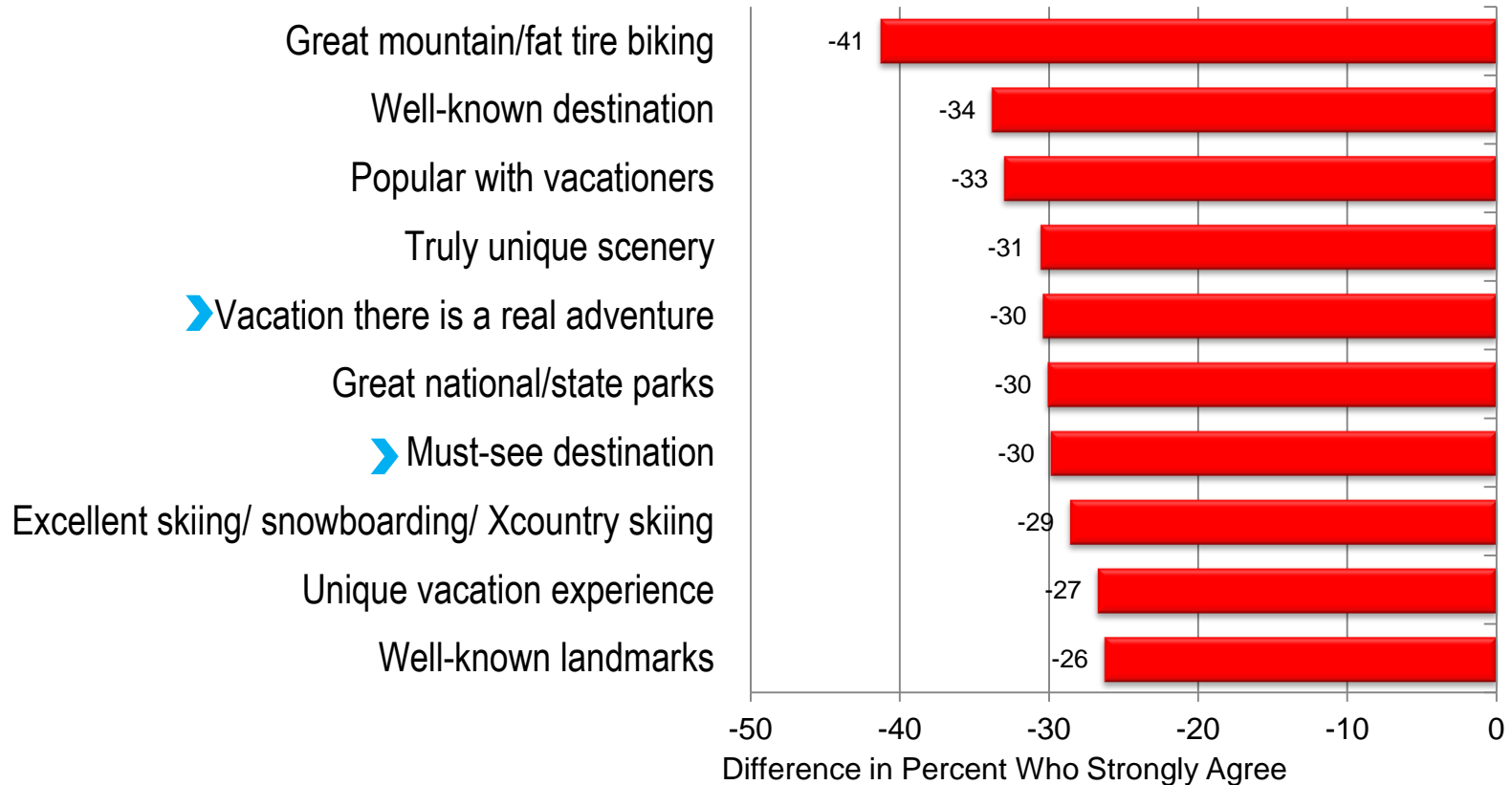
Base: Residents of Minnesota's Regional Advertising Markets





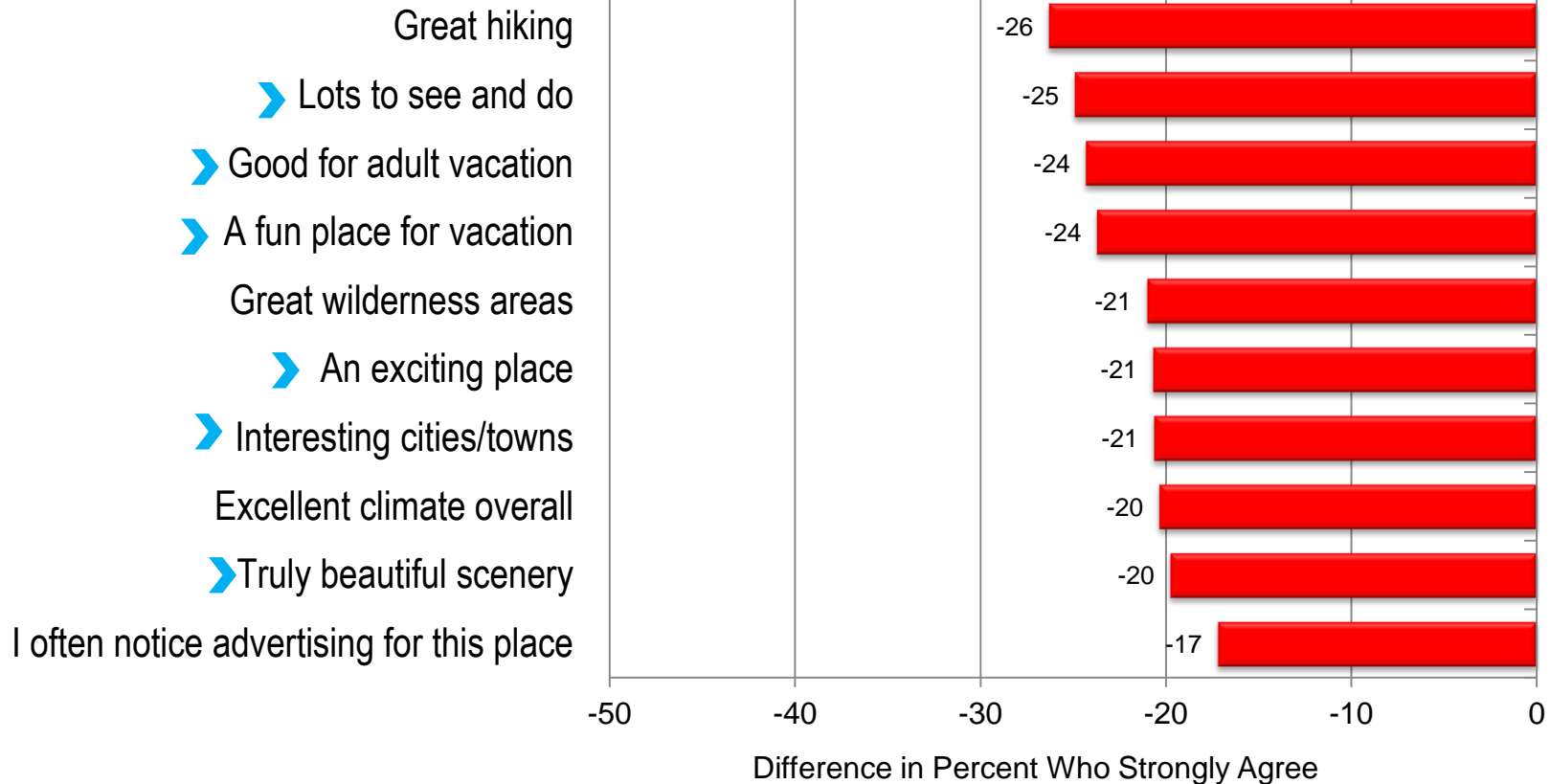
# Minnesota's Image Weaknesses vs. Colorado

Base: Residents of Minnesota's Regional Advertising Markets



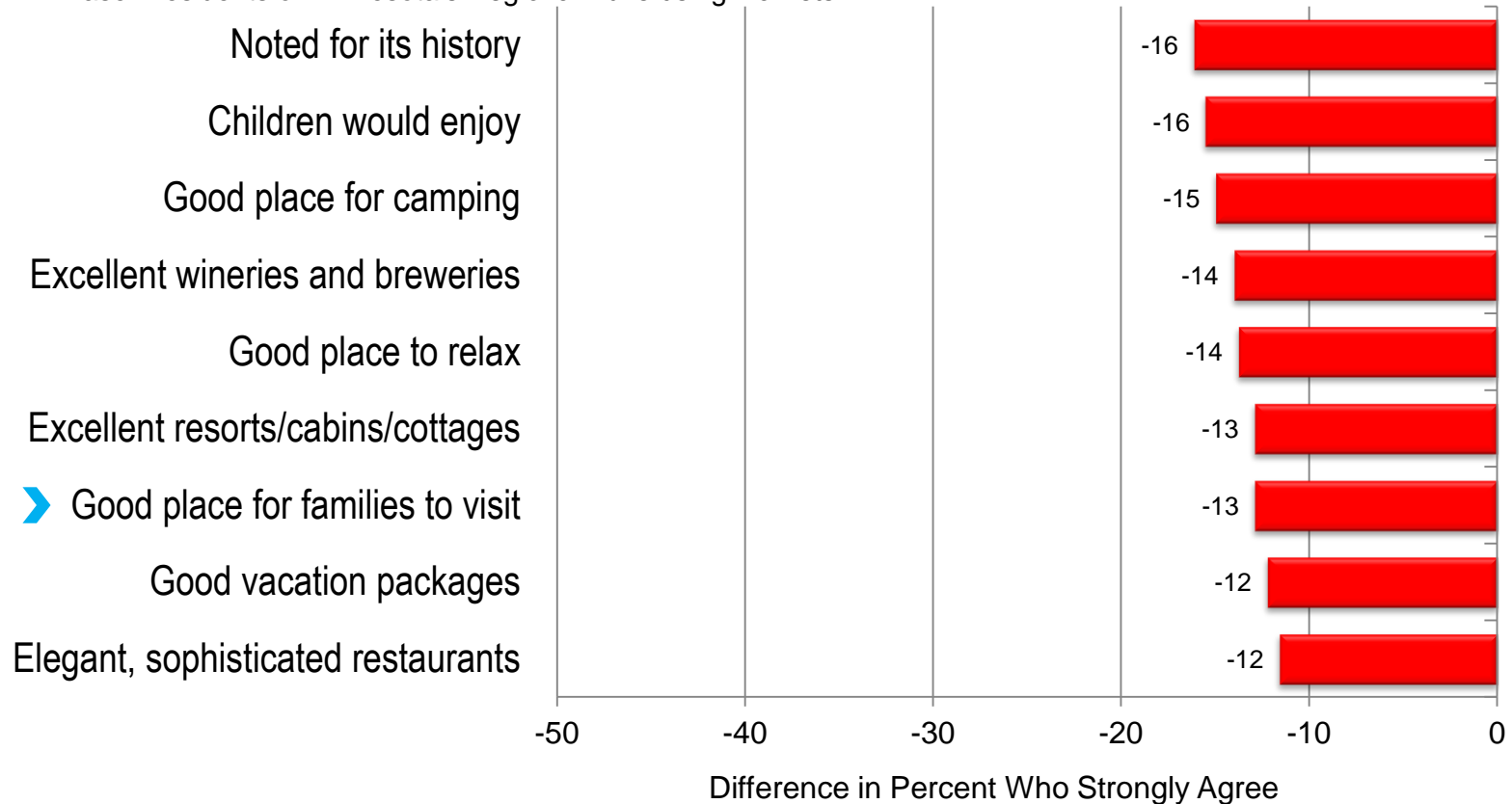
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Base: Residents of Minnesota's Regional Advertising Markets

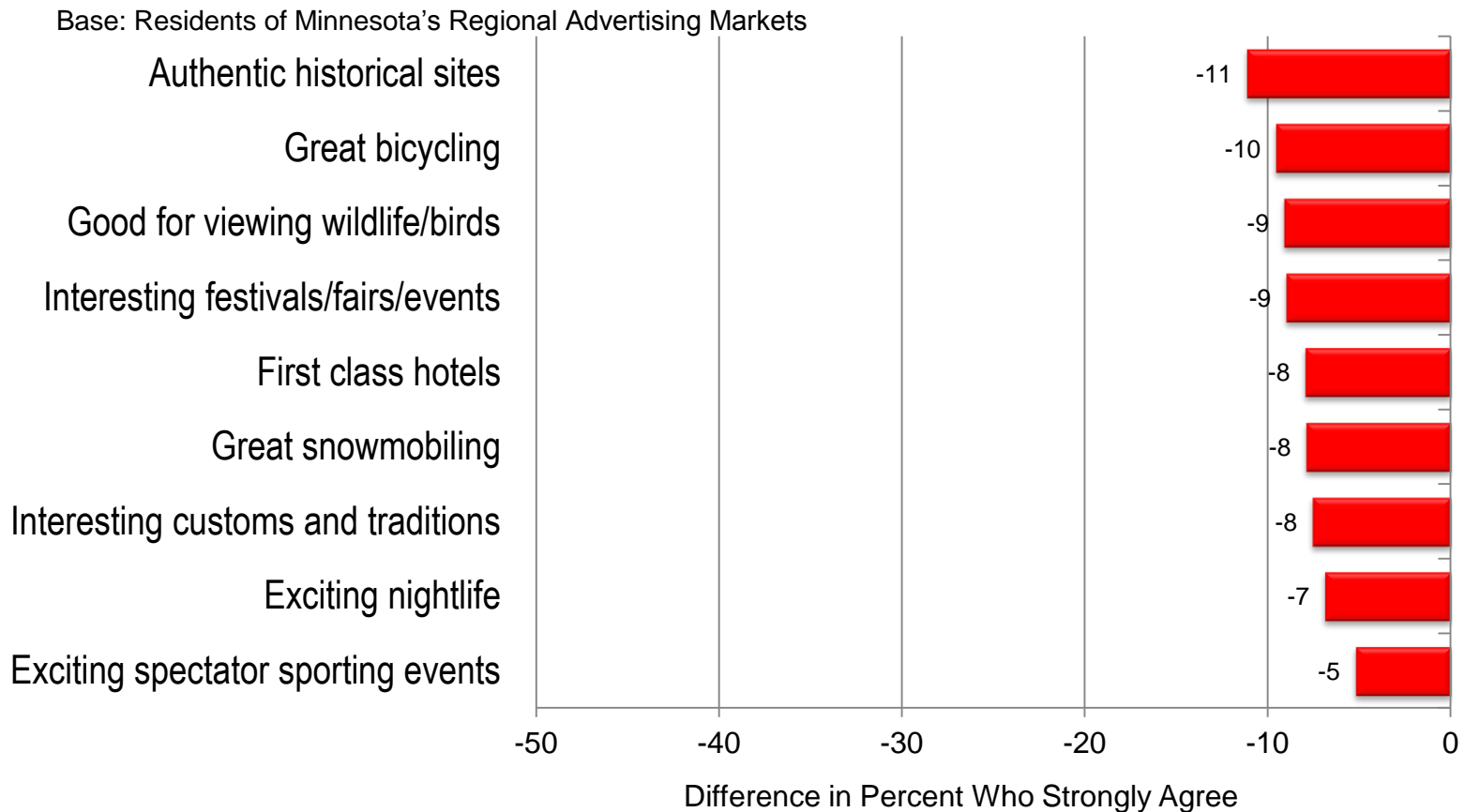


# Minnesota's Image Weaknesses vs. Colorado (Cont'd)

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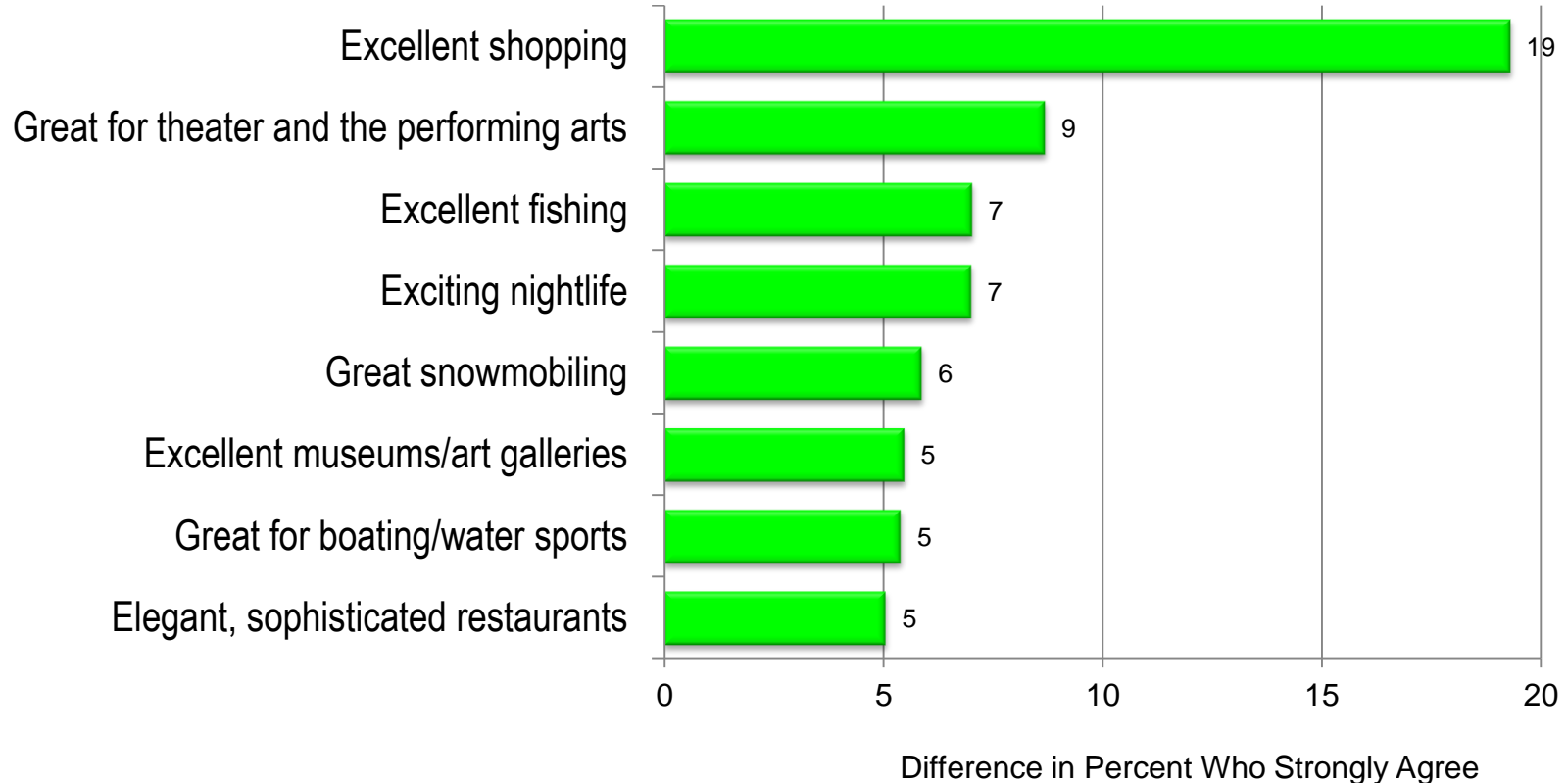


# Minnesota's Image Weaknesses vs. Colorado (Cont'd)



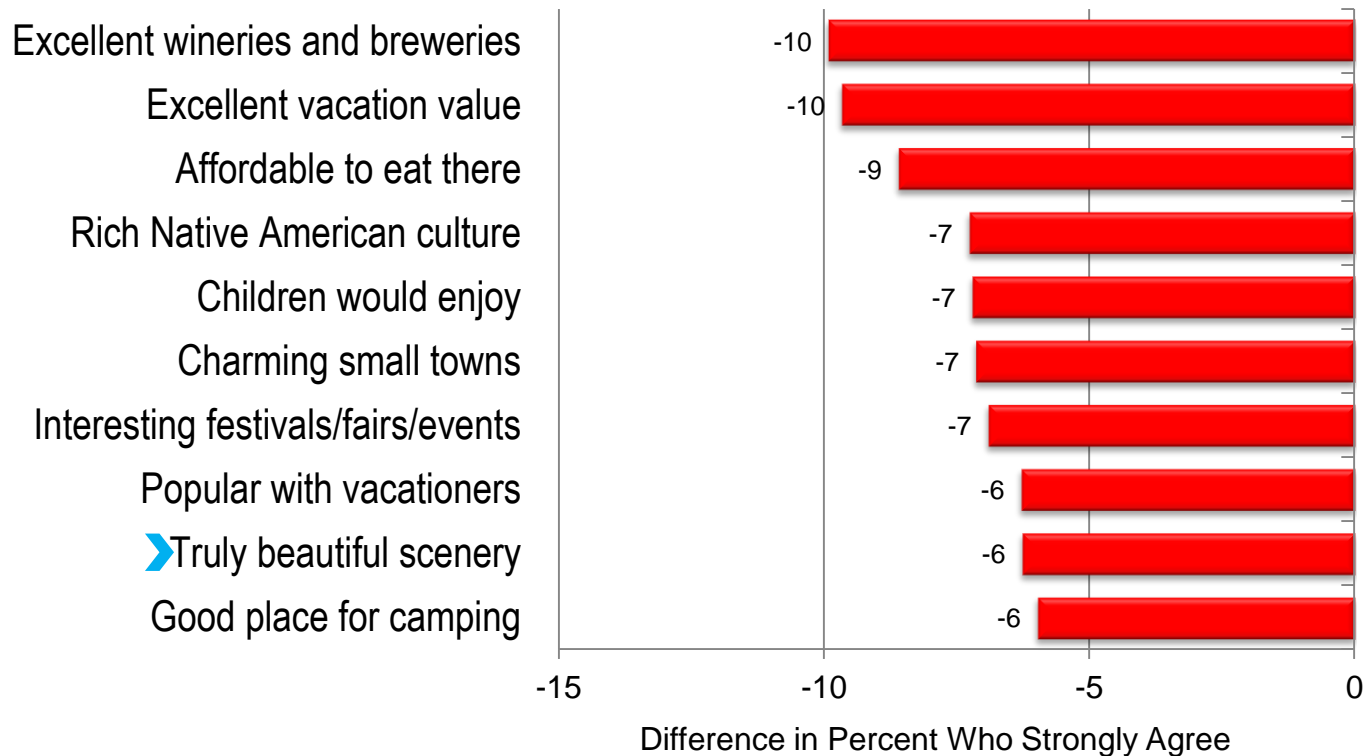
# Minnesota's Image Strengths vs. Wisconsin

Base: Residents of Minnesota's Regional Advertising Markets



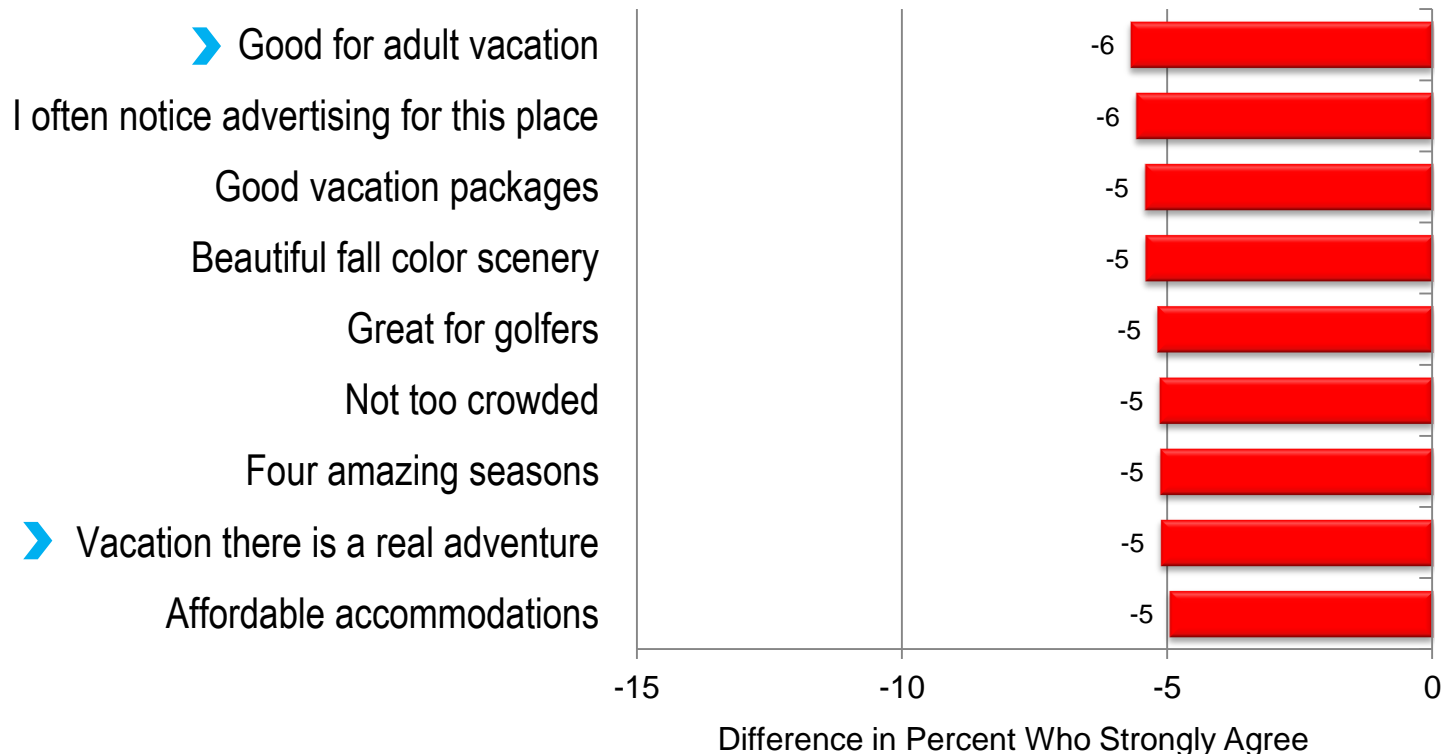
# Minnesota's Image Weaknesses vs. Wisconsin

Base: Residents of Minnesota's Regional Advertising Markets



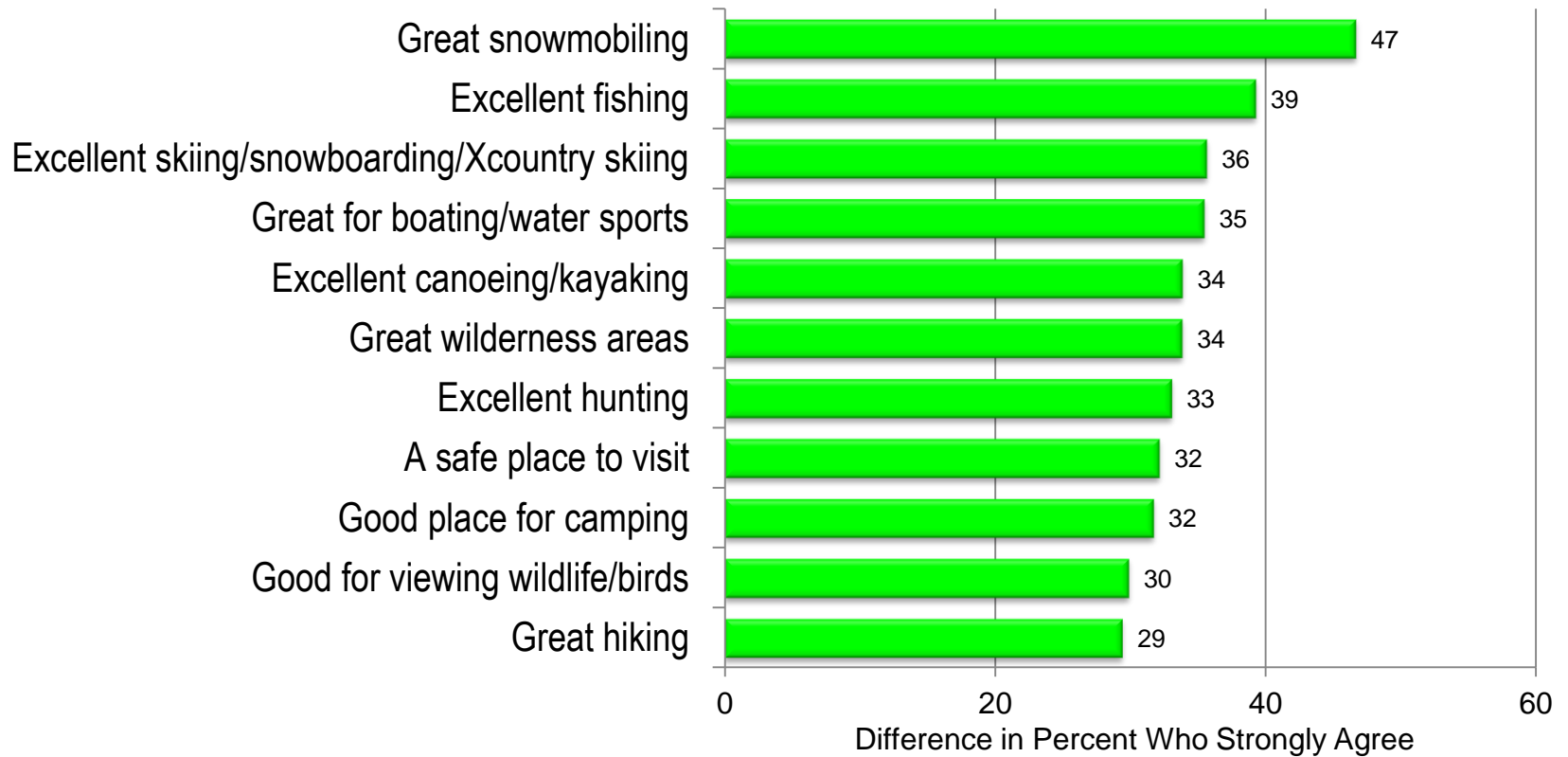
# Minnesota's Image Weaknesses vs. Wisconsin (Cont'd)

Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image Strengths vs. Illinois

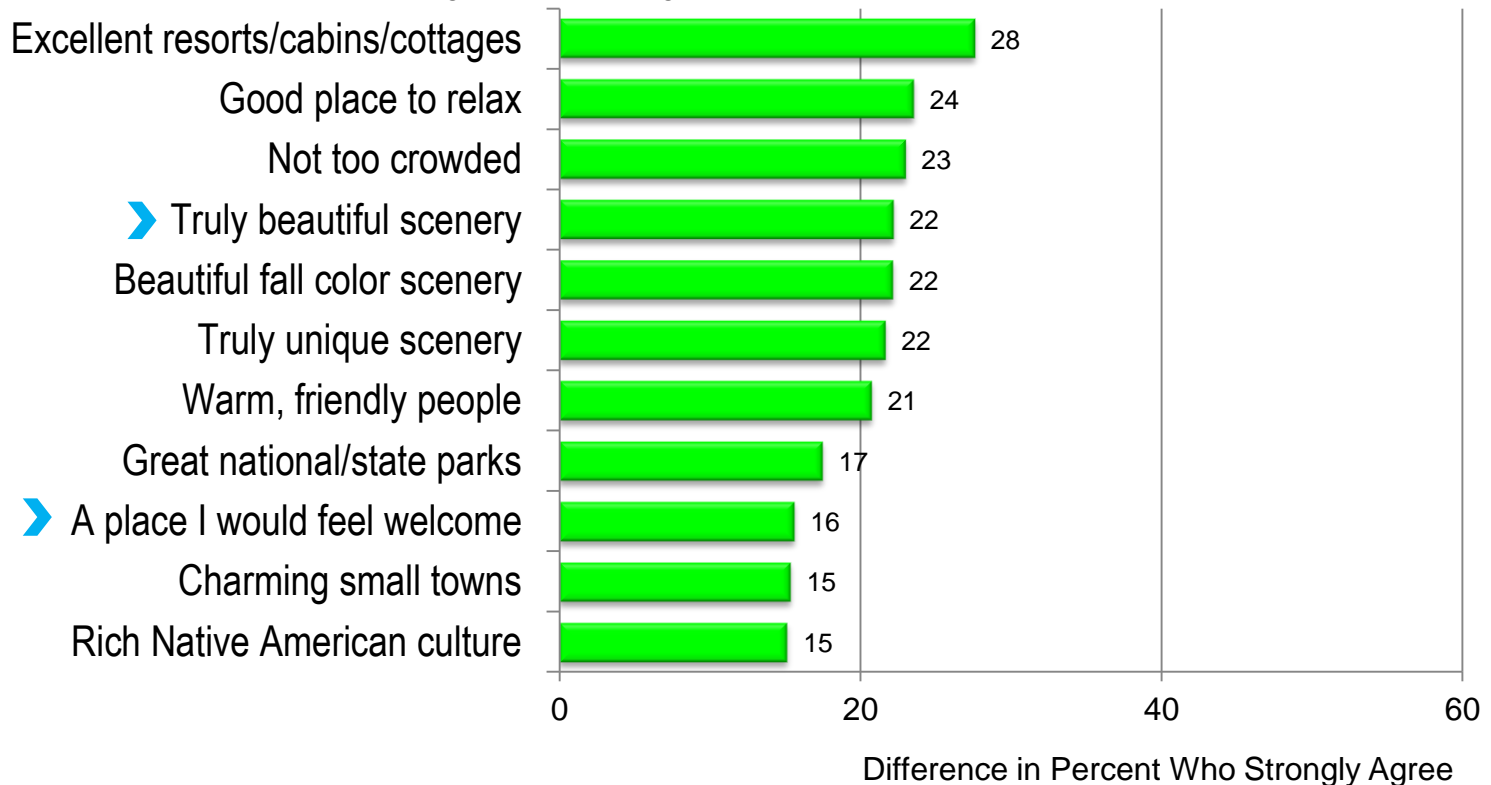
Base: Residents of Minnesota's Regional Advertising Markets





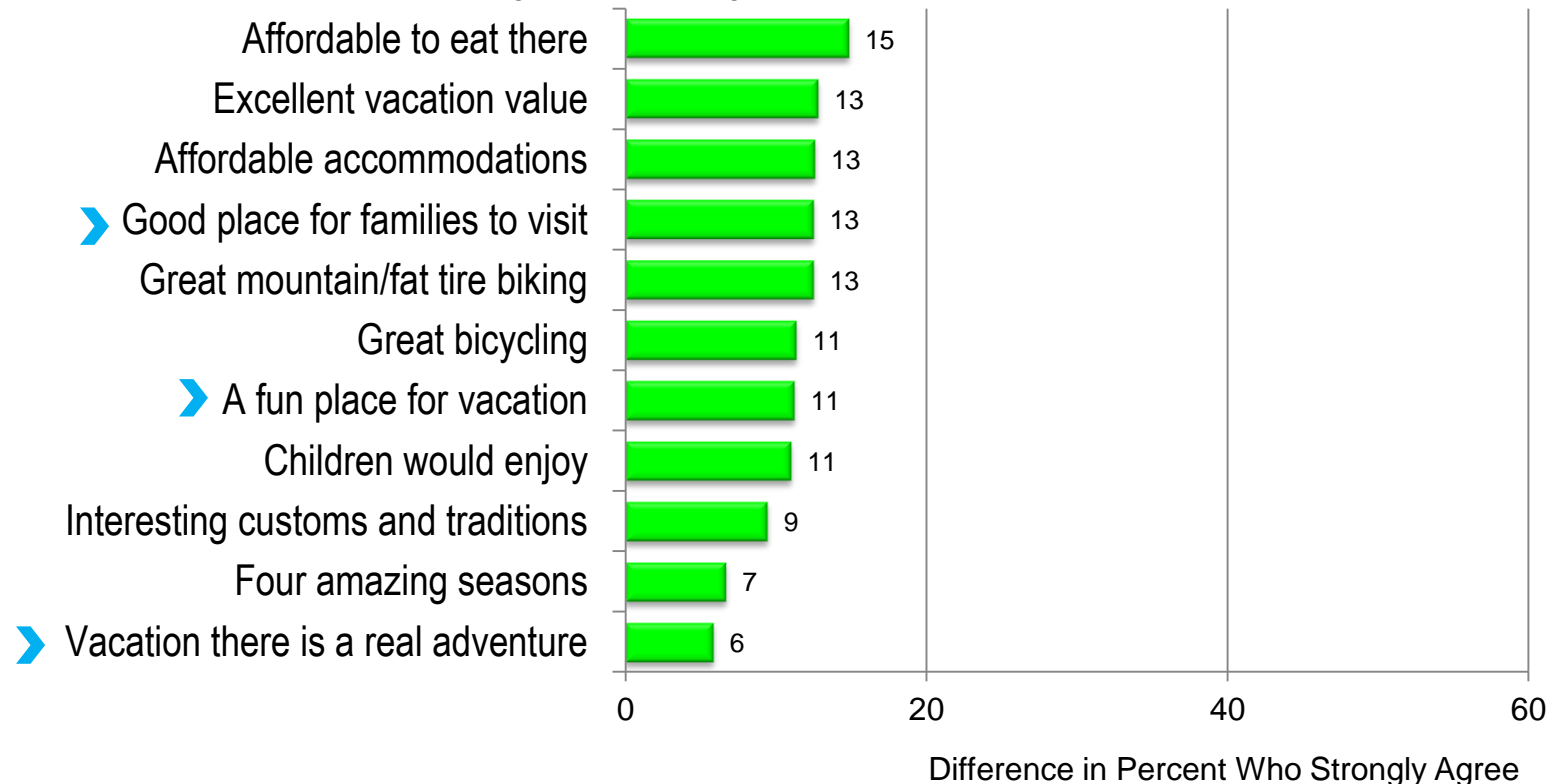
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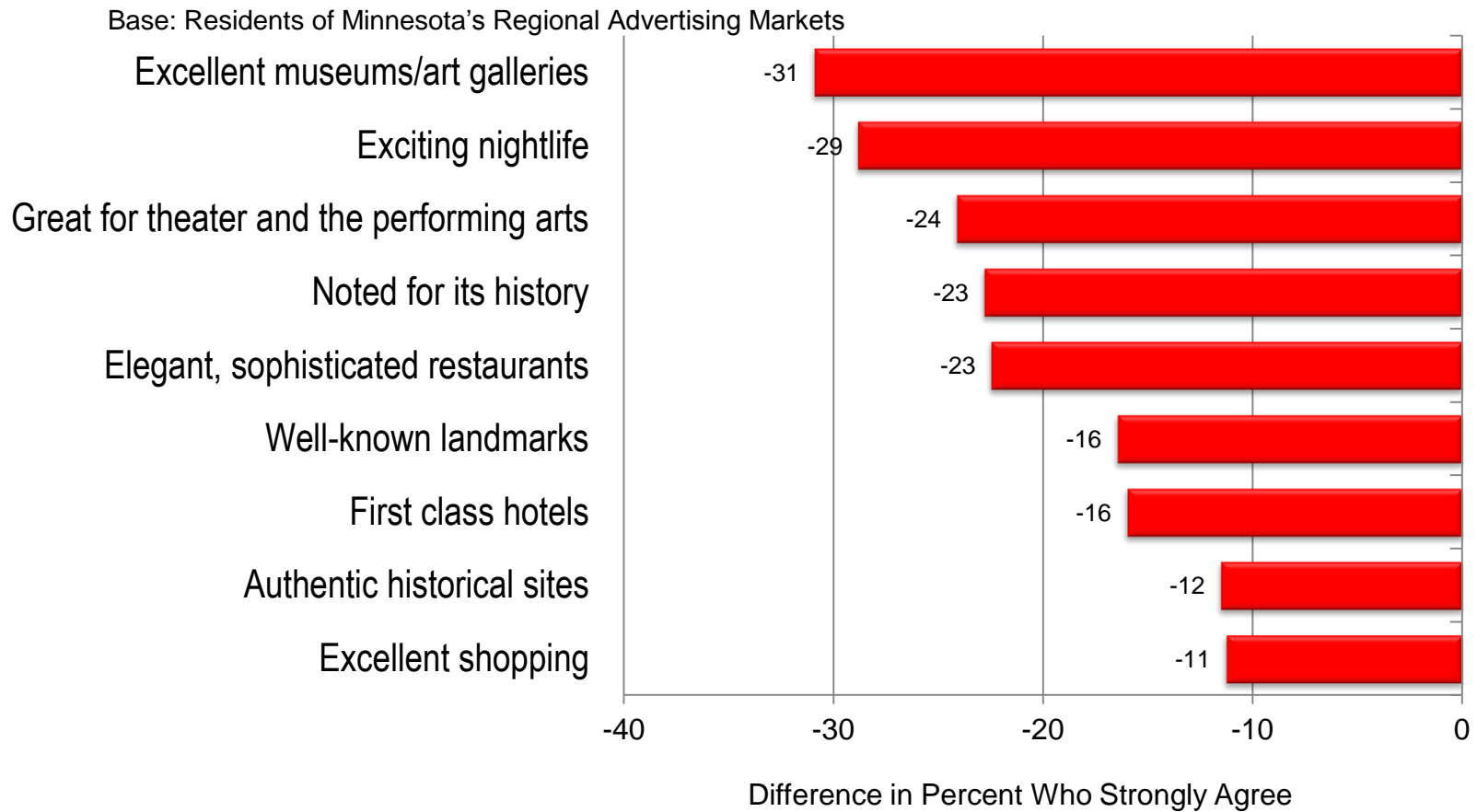


# Minnesota's Image Strengths vs. Illinois (Cont'd)

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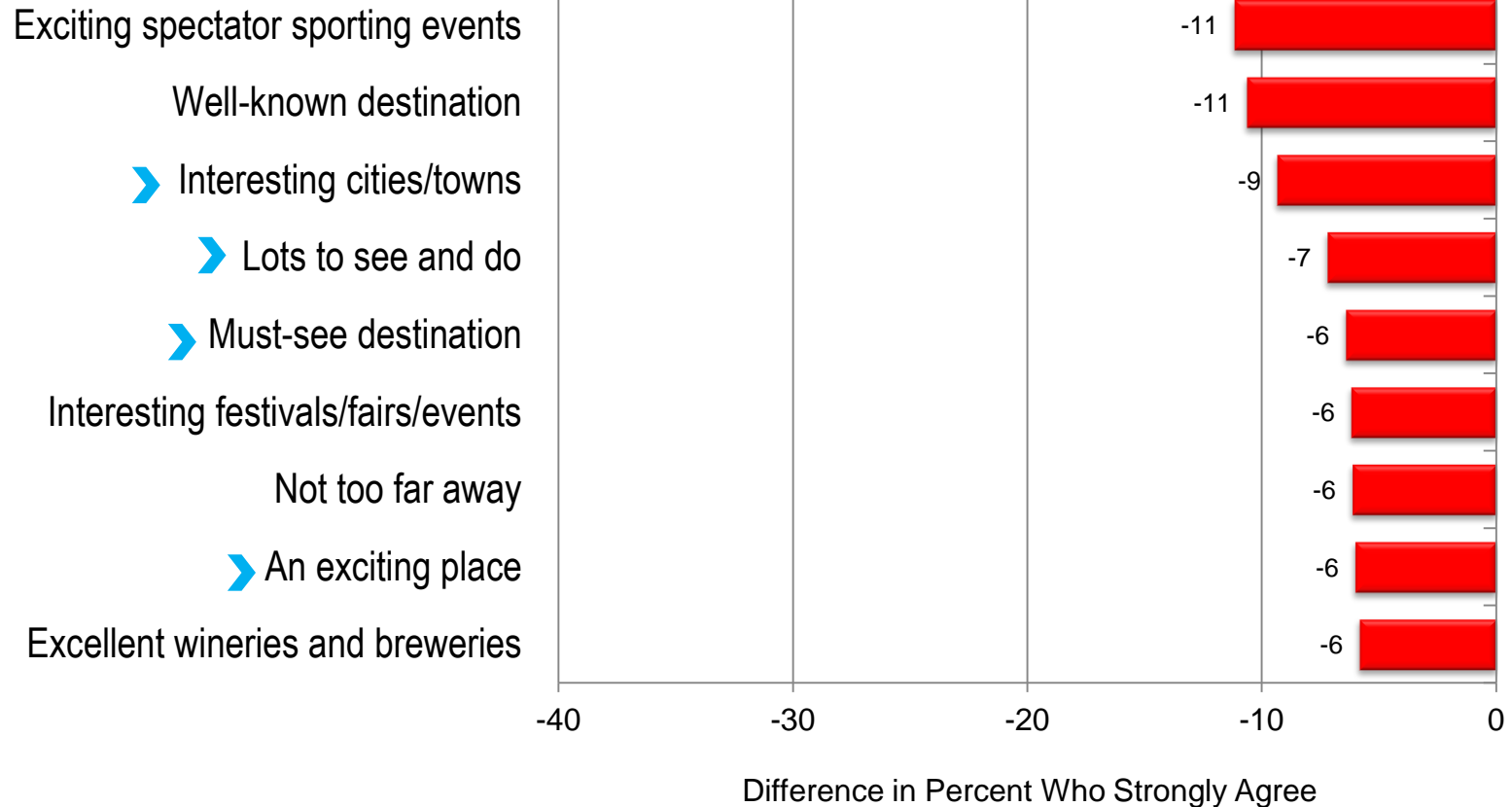


# Minnesota's Image Weaknesses vs. Illinois



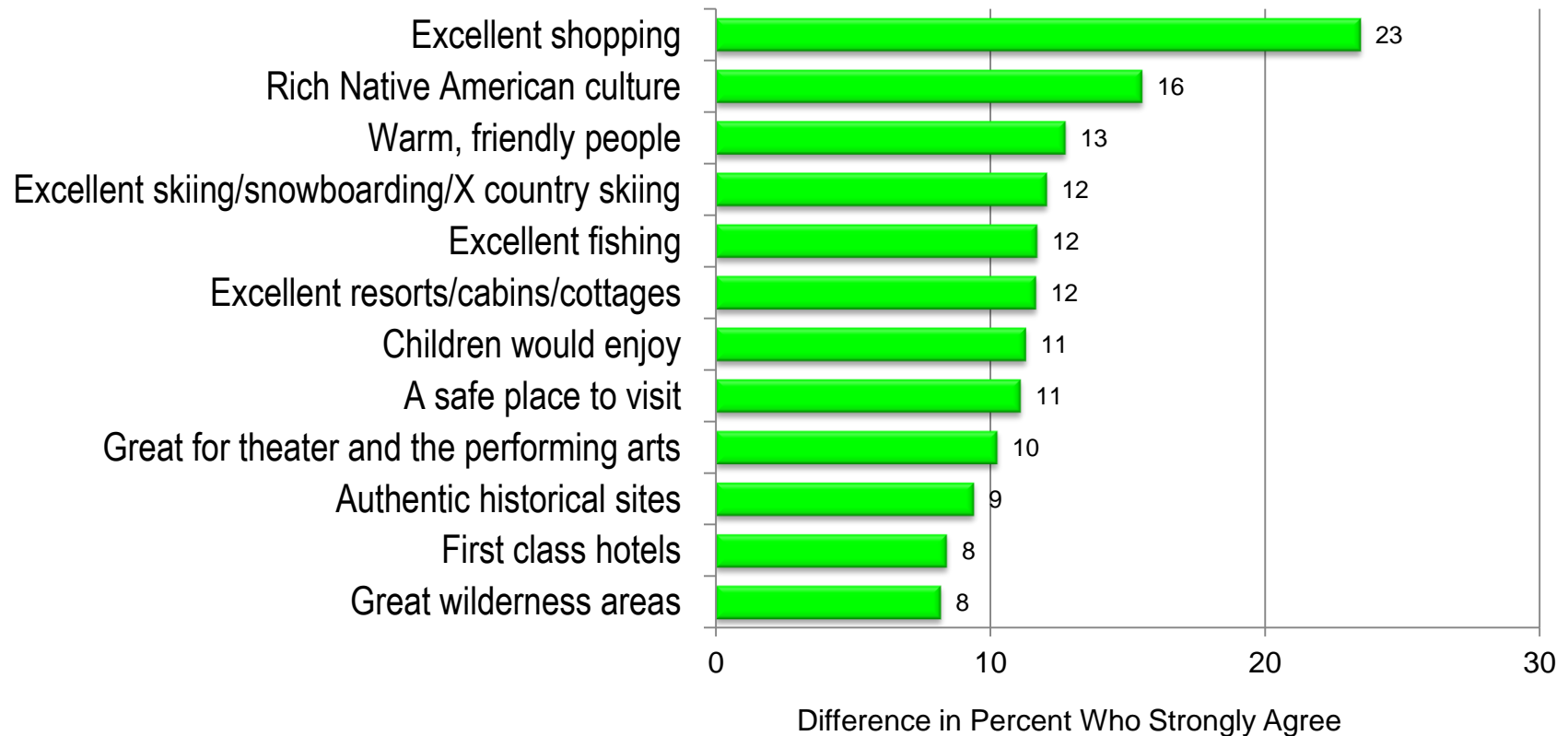
# Minnesota's Image Weaknesses vs. Illinois (Cont'd)

Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image Strengths vs. Michigan

Base: Residents of Minnesota's Regional Advertising Markets



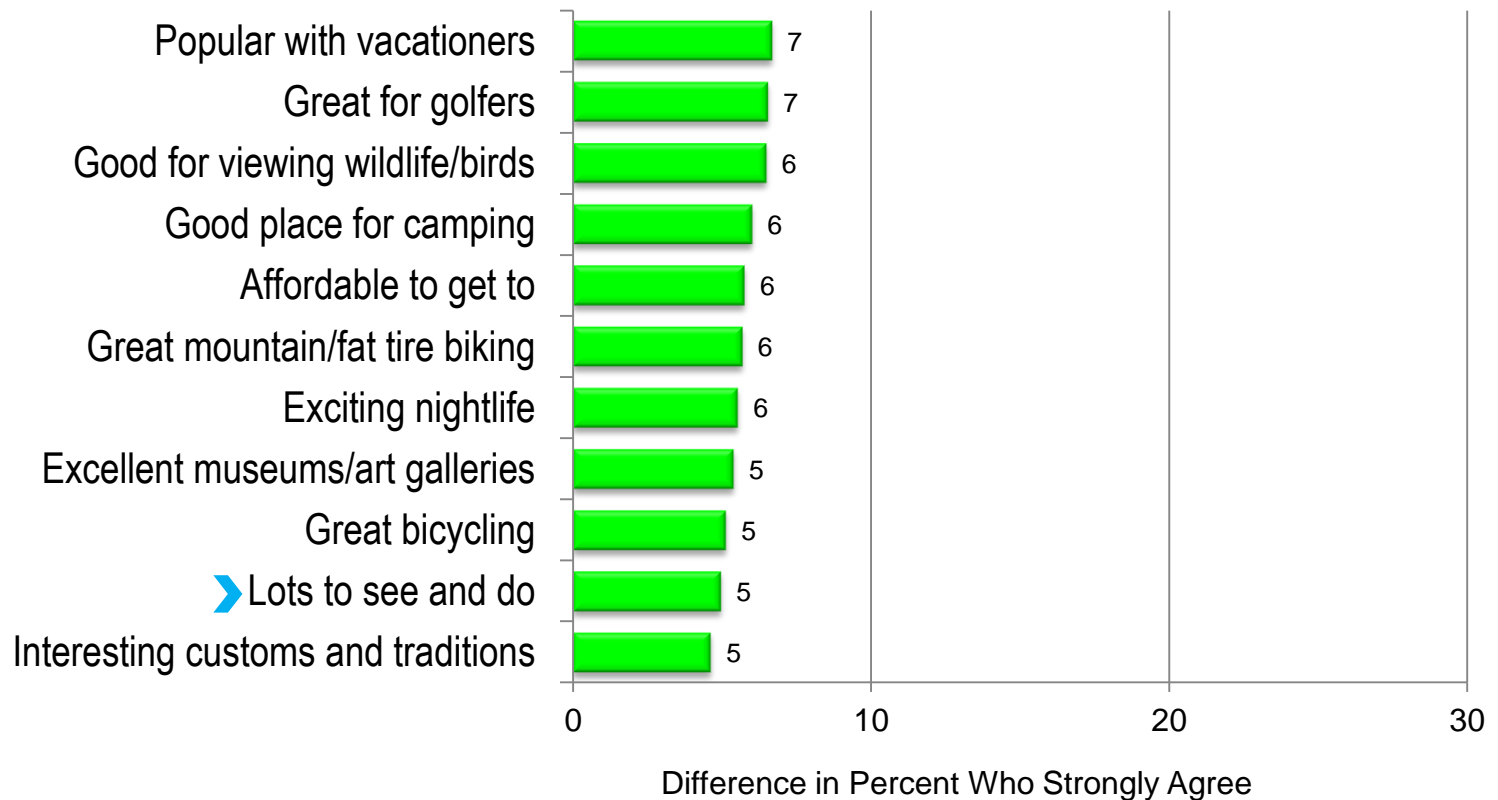
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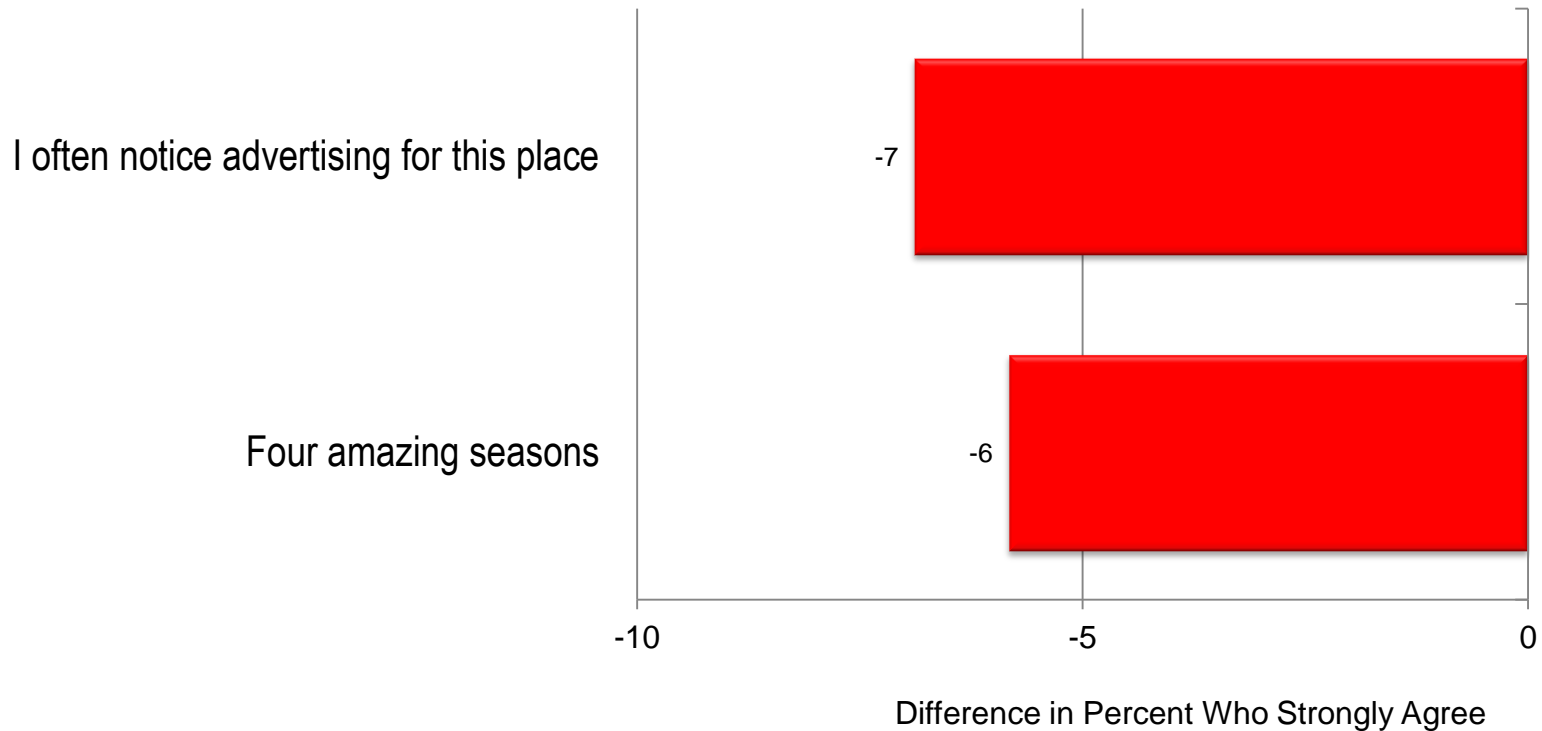
# Minnesota's Image Strengths vs. Michigan (Cont'd)

Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image Weaknesses vs. Michigan

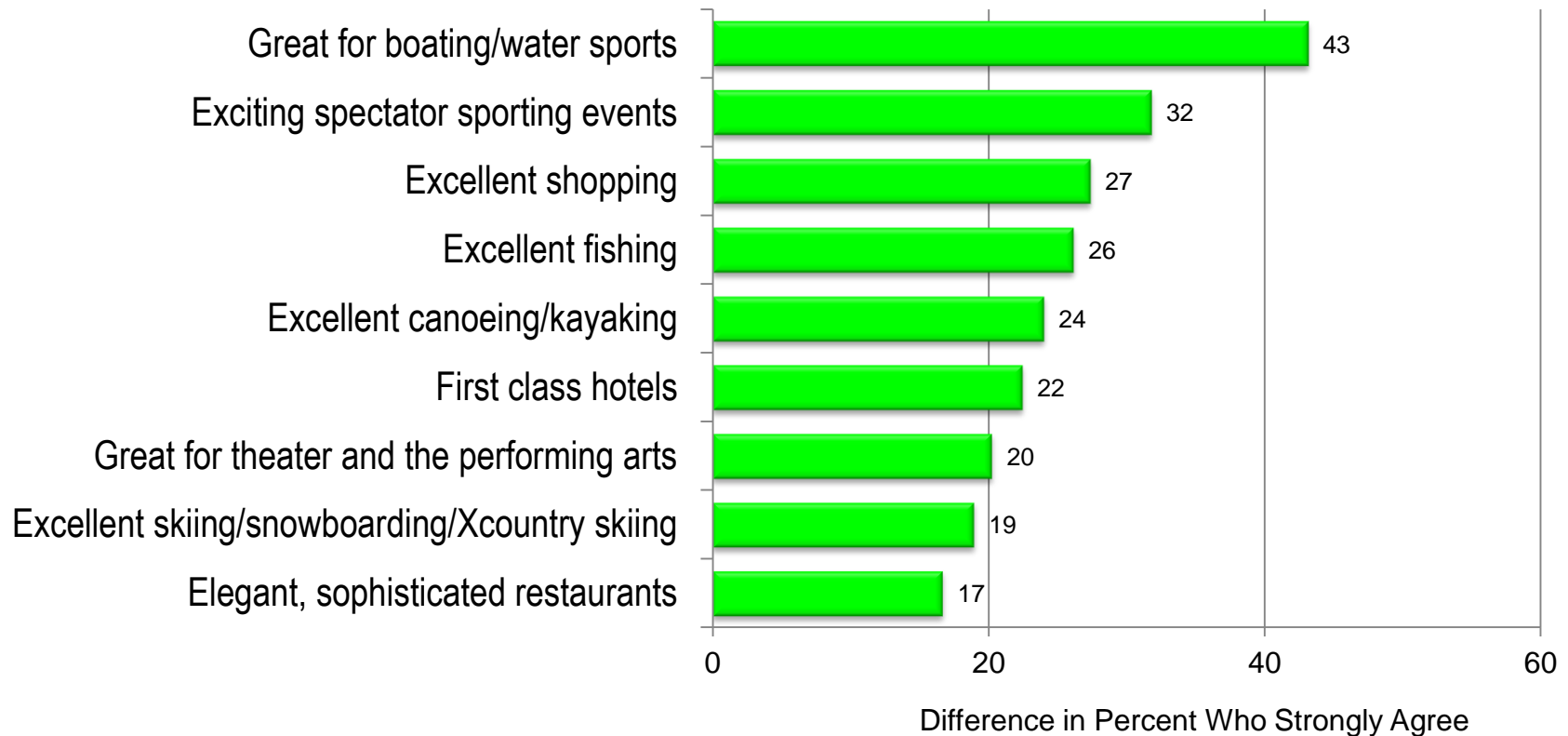
Base: Residents of Minnesota's Regional Advertising Markets





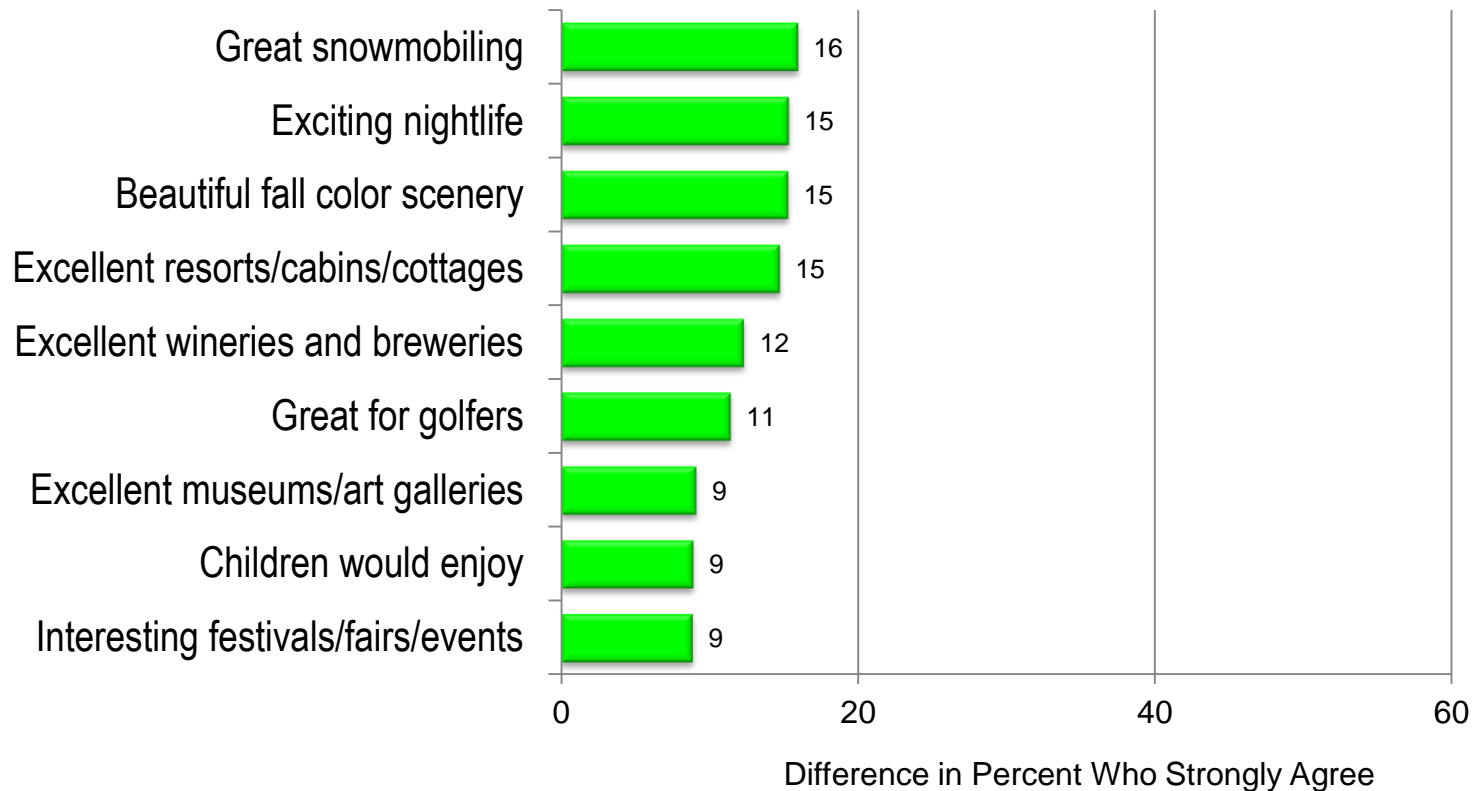
# Minnesota's Image Strengths vs. South Dakota

Base: Residents of Minnesota's Regional Advertising Markets



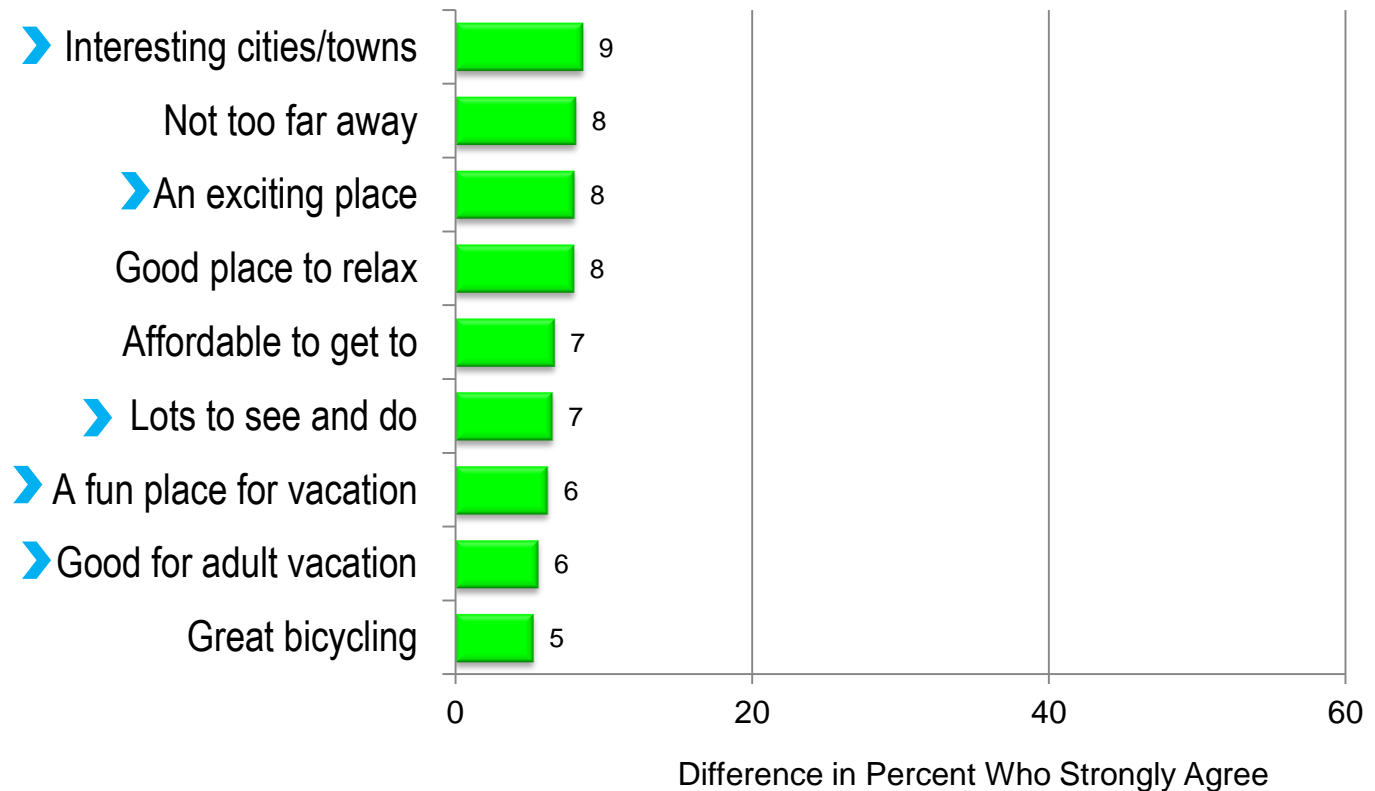
# Minnesota's Image Strengths vs. South Dakota (Cont'd)

Base: Residents of Minnesota's Regional Advertising Markets



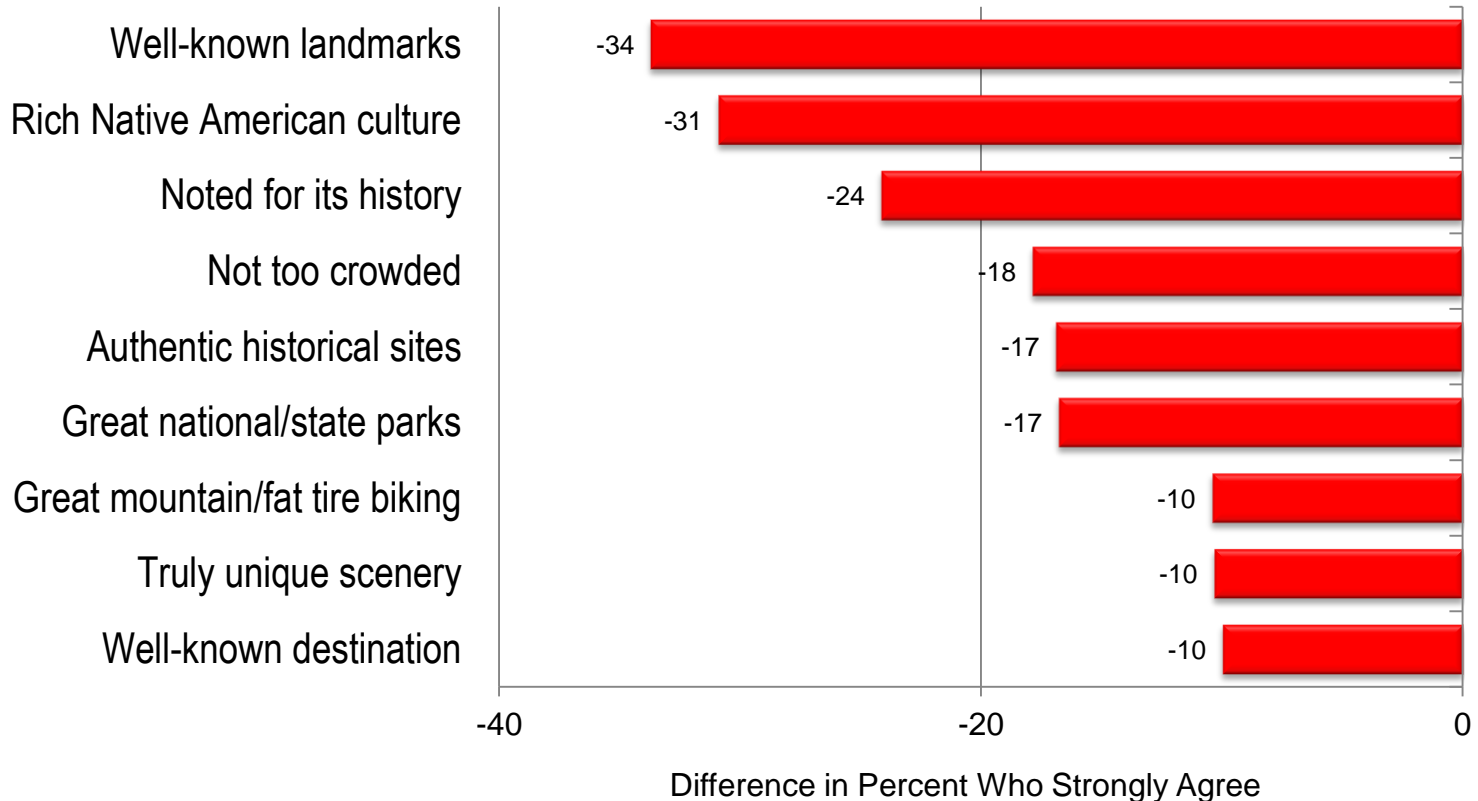
# Minnesota's Image Strengths vs. South Dakota (Cont'd)

Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image Weaknesses vs. South Dakota

Base: Residents of Minnesota's Regional Advertising Markets



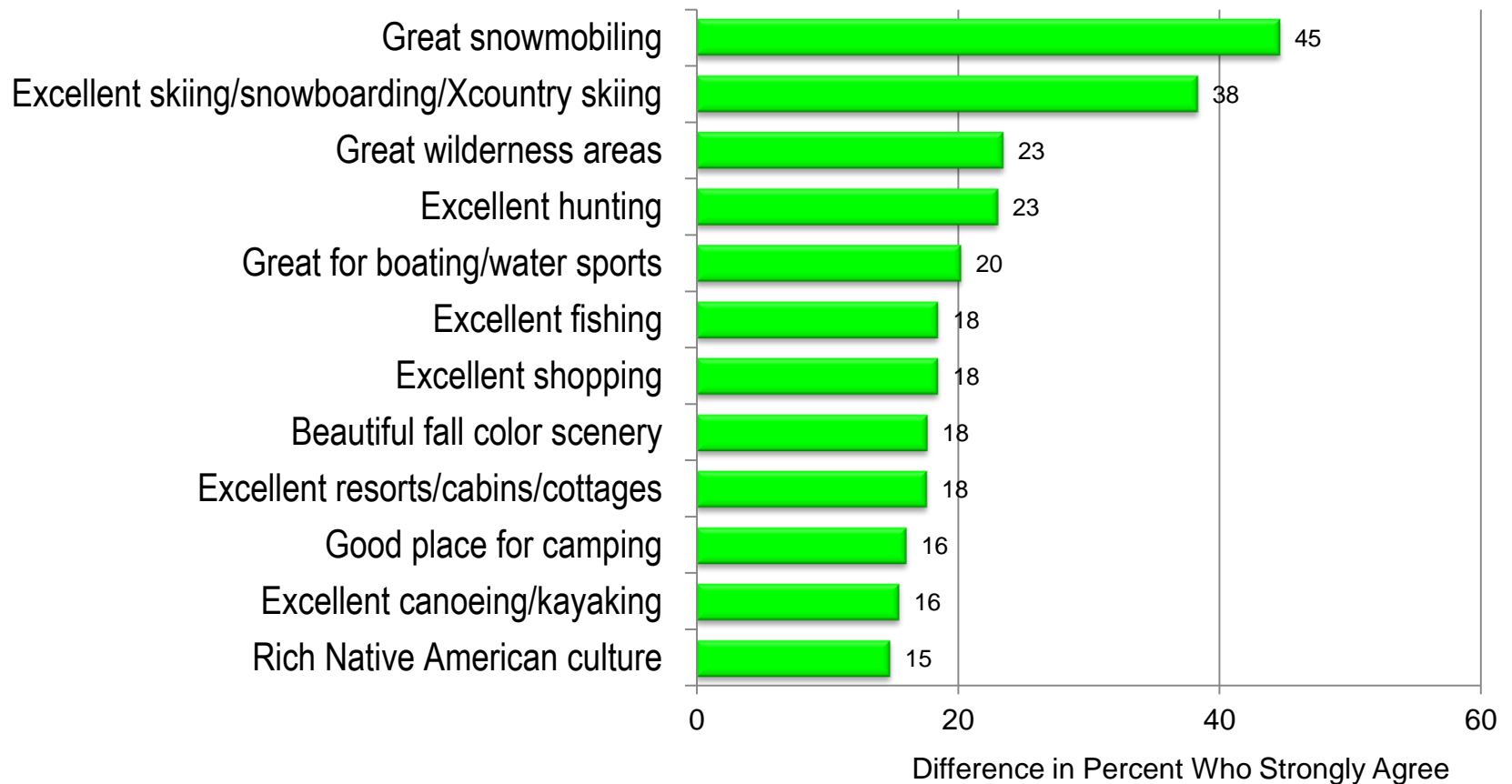
# Minnesota's Image Weaknesses vs. South Dakota (Cont'd)

Base: Residents of Minnesota's Regional Advertising Markets



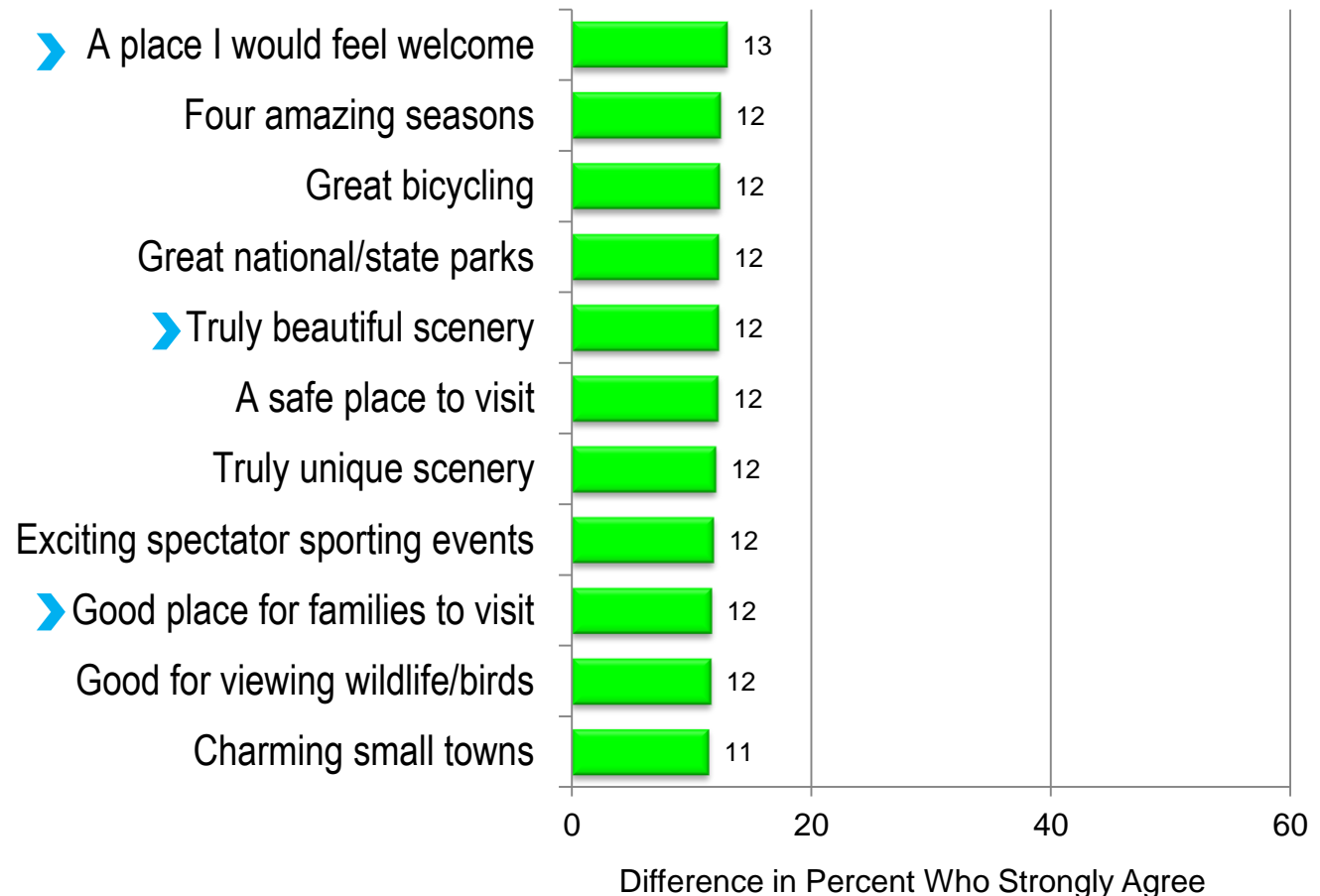
# Minnesota's Image Strengths vs. Missouri

Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image Strengths vs. Missouri (Cont'd)

Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image Strengths vs. Missouri (Cont'd)

Base: Residents of Minnesota's Regional Advertising Markets





# Minnesota's Image Weaknesses vs. Missouri

Base: Residents of Minnesota's Regional Advertising Markets

